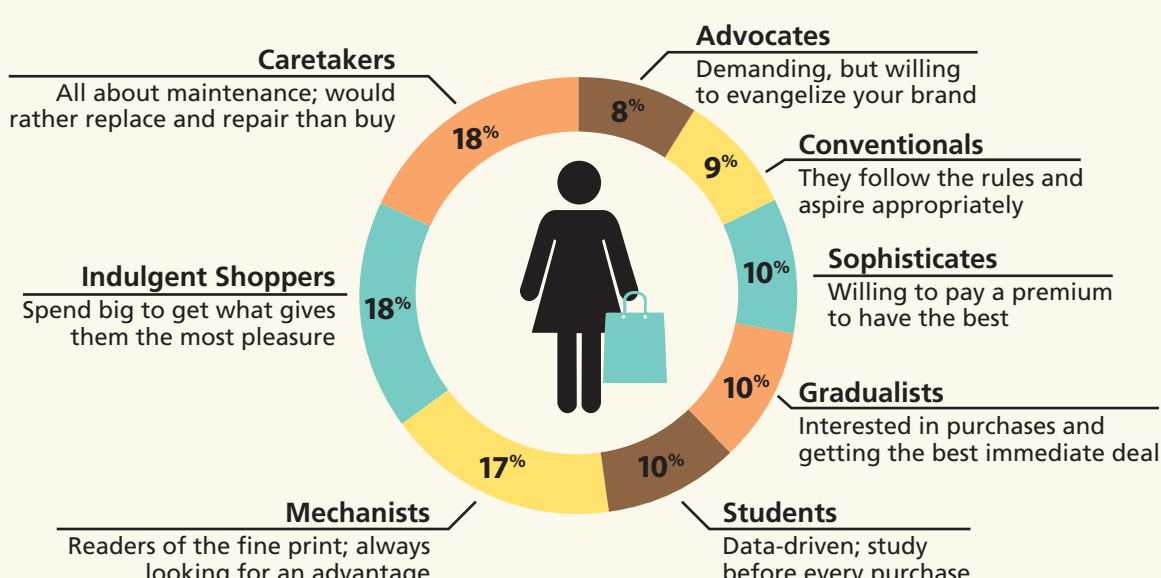


# Personalizing the In-Store Retail Experience

Today's shoppers have **more how-to-buy choices** than ever before. How does the **smart retailer** keep the brick-and-mortar experience **fresh** (and profitable)? **Personalization.**

## Proprietary Research from Medallion Retail Identifies Eight Distinct Shopper Typologies



## Regardless of Type, Shoppers Want a Personalized In-Store Experience

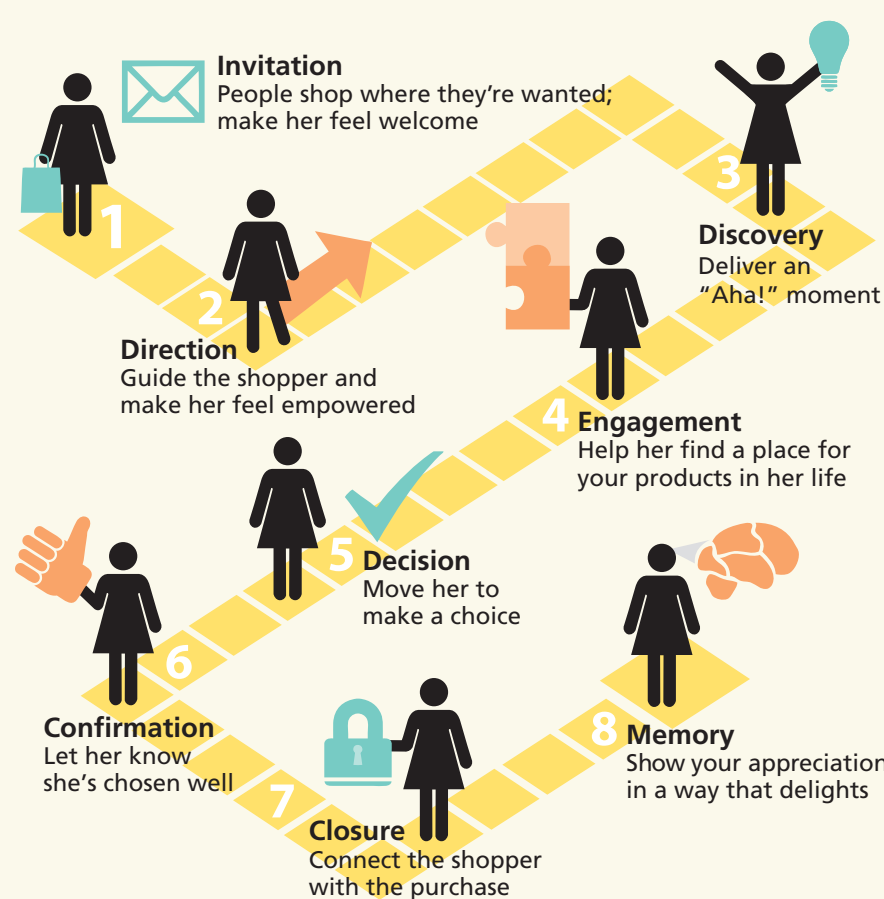


## Shoppers See Only the Brand Personalize Across Channels and Link the Touchpoints for the Shopper

### In-Store Personalization Completes the Equation



## Combine Customer Service with Signage and Display to Make the Most of Eight Moments at Retail



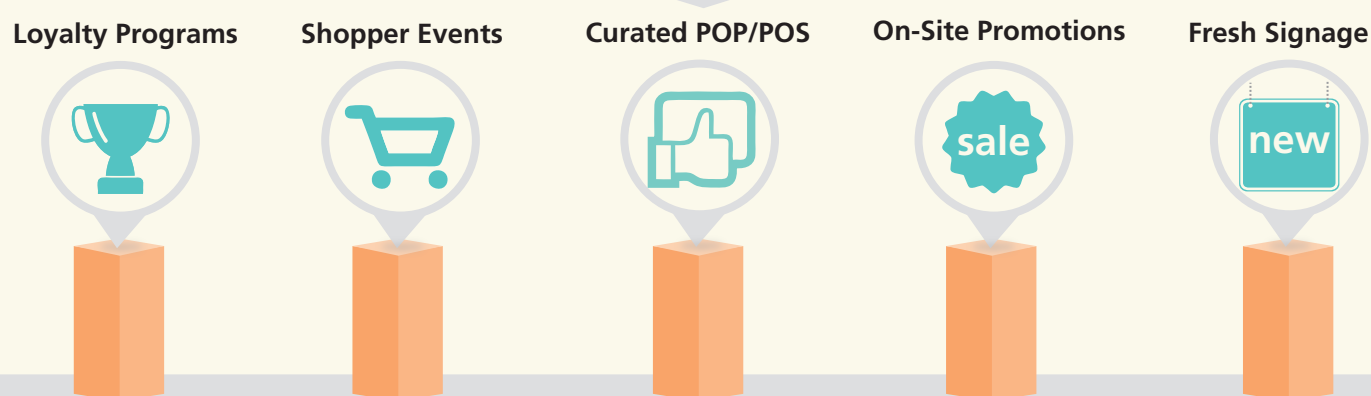
## In-Store Personalization Musts



## Create One-to-One Retail Experiences with new technology (up until now, found only online)



...and with high-touch tactics



## Signage with Personalization Power Will...

